

What is claimed is:

1. A controlled release composition comprising:
a plurality of moisture sensitive micro-spheres, said moisture sensitive micro-spheres are formed of a moisture sensitive matrix material; and
5 a fragrance composition encapsulated in each of said micro-spheres, said fragrance composition comprises menthol and optionally one or more other fragrance ingredients having a ClogP of less than or equal to about 4.0,
wherein said fragrance composition is prevented from being released from said micro-sphere and is released from each of said micro-spheres in a fragrance burst upon
10 contact of each of said micro-spheres with moisture.
2. The composition of claim 1 wherein said fragrance composition has a boiling point of less than or equal to about 300° C.
3. The composition of claim 1 wherein said fragrance composition further comprises less than about 15 percent by weight of a nonbursting fragrance ingredient having
15 a ClogP greater than about 4.0 and a boiling point greater than about 300° C.
4. The composition according to claim 1 wherein said moisture sensitive matrix material is selected from the group consisting of polyvinyl pyrrolidone, water soluble cellulose, polyvinyl alcohol, ethylene maleic anhydride copolymer, methyl vinyl ether maleic anhydride copolymer, polyethylene oxides, polyamide, polyester, copolymers or
20 homopolymers of acrylic acid, polyacrylic acid, polystyrene acrylic acid copolymer, starch derivatives, polyvinyl alcohol, polysaccharide, hydrocolloid, natural gum, protein, and mixtures thereof.
5. The composition of claim 1 wherein said moisture sensitive matrix material is formed of polyvinyl alcohol in an amount of about 1% to about 80% by weight of said
25 moisture sensitive matrix material.
6. The composition of claim 5 wherein said polyvinyl alcohol has a degree of hydrolysis from about 75% to about 99%.
7. The composition of claim 1 wherein said fragrance composition is present in about 0.01% to about 80% by weight of said micro-spheres.
- 30 8. The composition of claim 1 wherein each of said micro-spheres has a size of from about 0.5 to about 300 microns.

9. The composition according to claim 1 wherein each of said micro-spheres has an average size of about 0.01 to about 5 microns.

10. A anhydrous controlled release composition for use in personal care comprising:

5 a plurality of moisture sensitive micro-spheres, said moisture sensitive micro-spheres are formed of a moisture sensitive matrix material; and

a fragrance composition encapsulated in each of said micro-spheres, said fragrance composition comprises menthol and optionally one or more fragrance ingredients having a ClogP of less than or equal to about 4.0,

10 wherein said one or more fragrance composition is released from each of said micro-spheres in a fragrance burst upon contact of each of said micro-spheres with moisture.

11. A spray product comprising the composition of claim 10.

12. The spray product of claim 10 wherein said fragrance burst results in increasing said fragrance composition in headspace of a proximate environment of said composition.

13. The spray product of claim 10 wherein said spray product is a deodorant, antiperspirant, body spray, foot spray, hygiene spray, feminine napkin spray or undergarment spray.

14. A powder product comprising the composition of claim 10.

20 15. The powder product of claim 14 wherein said fragrance burst results in increasing said fragrance composition in headspace of a proximate environment of said composition.

16. The powder product of claim 15 further comprising an active ingredient encapsulated in at least one of said micro-spheres, said one or more agents selected from the group consisting of: anti-oxidants; free radical scavengers; moisturizers; depigmentation agents; reflectants; humectants; antimicrobial agents; antibacterial agents; allergy inhibitors; anti-acne agents; anti-aging agents; anti-wrinkling agents, antiseptics; analgesics; keratolytic agents; anti-inflammatory agents; fresheners; healing agents; anti infective agents; inflammation inhibitors; wound healing promoters; peptides, polypeptides; proteins; deodorants; antiperspirants; skin emollients; skin moisturizers; tanning agents; skin lightening agents; antifungals; depilating agents; counterirritants; poison ivy agents; poison

oak agents; burn products; make-up preparations; vitamins; amino acids and their derivatives; herbal extracts; cooling agents; heating agents; skin conditioners; chelating agents; cell turnover enhancers; coloring agents; sunscreens; nourishing agents; moisture absorbers; sebum absorbers; and skin penetration enhancers.

5 17. The powder product of claim 14 wherein said powder product is a deodorant body powder.

 18. A stick product or device comprising the composition of claim 10.

 19. The stick product or device of claim 18 wherein said fragrance burst results in increasing said one or more fragrance ingredients in headspace of a proximate environment
10 of said composition.

 20. The stick product or device of claim 18 wherein said first active agent comprises one or more agents selected from the group consisting of: anti-oxidants; free radical scavengers; moisturizers; depigmentation agents; reflectants; humectants; antimicrobial agents; antibacterial agents; allergy inhibitors; anti-acne agents; anti-aging
15 agents; anti-wrinkling agents, antiseptics; analgesics; keratolytic agents; anti-inflammatory agents; fresheners; healing agents; anti infective agents; inflammation inhibitors; wound healing promoters; peptides, polypeptides; proteins; deodorants; antiperspirants; skin emollients; skin moisturizers; tanning agents; skin lightening agents; antifungals; depilating agents; counterirritants; poison ivy agents; poison oak agents; burn products; make-up
20 preparations; vitamins; amino acids and their derivatives; herbal extracts; cooling agents; heating agents; skin conditioners; chelating agents; cell turnover enhancers; coloring agents; sunscreens; nourishing agents; moisture absorbers; sebum absorbers; and skin penetration enhancers.

 21. The stick product or device of claim 18 wherein said stick product is a lip
25 balm, lipstick, makeup stick, underarm deodorant stick, underarm antiperspirant stick, underarm deodorant roll-on, underarm antiperspirant roll-on, underarm deodorant smooth-on or underarm antiperspirant smooth-on.

 22. An article comprising the composition of claim 1.

 23. The article of claim 23 wherein said fragrance burst results in increasing said
30 fragrance composition in headspace of a proximate environment of said composition.

 24. The article of claim 23 wherein said article is a soap bar.

25. A method for forming the composition of claim 1 comprising the steps of:
emulsifying said fragrance composition in an aqueous phase and said moisture sensitive matrix material in an aqueous phase to form an emulsion; and
removing moisture from said emulsion to form a dry powder composition.